



# The **rhētorica**<sup>®</sup>

## 1-day writing workshop

(max. 12 attendees)

rhētorica<sup>®</sup> is a toolkit of 21 persuasive writing techniques created by Scott Keyser, CEO and co-founder of Write for Results. After training staff of *The Economist* for ten years in writing skills, Scott has dissected what the best writers on the planet do and made it accessible to everyone.

The purpose of rhētorica<sup>®</sup> is to show people how to use language to get the results they want and convince them that writing well is neither a black art nor an innate gift, but a learnable skill.

**Welcome**  
**09.15 - 09.30**

- Your top writing issues
- 'What would make today a resounding success for you?'

**Plan to succeed**  
**09.30 - 11.00**

- The 3-step writing process
- Planning: why bother?
- **Exercise:** how to plan
- Structure for maximum impact
- Summary: the five elements of planning

**Coffee Break**  
**11.00 - 11.15**



**Write with power & personality**  
**11.15 - 12.30**

- **Exercise:** grab the reader's attention
- **Exercise:** turn features into benefits
- **Quick Quiz:** how to write concisely
- Vary your register and tone of voice

**Lunch Break**  
**12.30 - 13.15**



**Short writing exercise**  
**13.15 - 14.00**

- In pairs, delegates 'translate' paragraph of jargon-filled writing into plain English
- Group debrief

**Polish your work**  
**14.00 - 14.30**

- Editing, checking & proof-reading your writing
- Scoring your readability (and other people's)

**Long writing exercise**  
**14.30 - 16.30**

- Delegates work on their own document (and take coffee when they want)
- Buddy review/trainer feedback
- Group learning round-up

**Learning round-up**  
**16.30 - 17.15**

- What you've learnt, what you'll do differently
- 7 rules for success
- Workshop evaluation & close